

Rep Order# 6865377 Ver# 3 Status Revised Traffic Order# 215789 Printed: 10/19/2012 12:33 PM 1 of 2
EC'd Yes Last Received: 10/19/2012 12:32 PM
Slowing Buylines: All Rep Revised Lines

Station KASA-TV ALBUQUERQUE, NM.
Advertiser () US CHAMBER OF COMM
Product US CHAMBER OF COMM
Estimate#
Buyer NEIL WILLIAMS
Phone#
Fax#

Agency () STRATEGIC MEDIA SVCS
3299 K STREET NW SUITE #200
WASHINGTON, DC 20007
Agency C/P1/P2/E
Flight Dates 10/19/2012 - 10/29/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---
SC= *

--- REMARKS ---
REV ORDER
PLEASE CNF
THANKS

Ln	Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Day	Time	Total Spots	Rate
*6		NM STYLE	10/29-10/29	1	\$45.00	:30	1	M	8A-9A	1	\$45.00
		Sales Remark: V3 REV DATE.SHOULD BE 10/29									
		V3 More than 2 codes changed									
*11		EXTRA	10/24-10/24	1	\$300.00	:30	1	W	5P-530P	1	\$300.00
		Sales Remark: V3 CHANGE IN DATE - SHOULD HAVE BEEN BOOKED WED									
		V3 More than 2 codes changed									
*18		COWBOYS	10/21-10/21	1	\$10,000.00	:30	1	SU	11A-2P	1	\$10,000.00
		Sales Remark: V3 REV TP									
		V3 Time Changed, Comment Changed									

---REPORT TOTALS---
Report Totals: 3 / \$10,345.00

---SALES MONTHLY TOTALS---
Oct 12: 23 / \$31,415.00
Sales Totals: 26 / \$33,705.00
Station Totals: 26 / \$33,705.00

Nov 12: 3 / \$2,290.00

Station KASA-TV ALBUQUERQUE, NM.
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Product US CHAMBER OF COMM
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Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$240,750	CABL 0%	KASA 14%	KASY 0%	KLUZ 0%	KOAT 31%
		KOB 24%	KRQE 31%	KWBQ 0%		

---COMPETITIVE COMMENTS---

NEW ORDER

Books NOV12
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE

Rep Order# 6865377
Ver# 2
Status Returned
Traffic Order# 215789
Printed: 10/19/2012 11:13 AM
1 of 2

EC'd Yes
Last Received: 10/19/2012 8:31 AM
Showing Buylines: Last Sta Revised Lines

Station KASA-TV ALBUQUERQUE, NM.
Advertiser () US CHAMBER OF CMRC
Product US CHAMBER OF COMM
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--- CONTRACT COMMENT ---
SC= *

--- REMARKS ---
SEE MGS WE ARE BOOKING FOR NA'S ON LINES 6,11 AND 18.

Ln	Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Day	Time	Total Spots	Rate
*6	-----	NM STYLE	10/19-10/19	1	\$45.00	:30	1	F	8A-9A	1	\$45.00
		Station Remark: V2 NA 10/19 DUE LATE ORDER. MG IS PREBOOKED 1X 10/24 STP. (YOU CAN ADD THIS 1X MG TO LINE 4)									
*11	-----	EXTRA	10/19-10/19	1	\$300.00	:30	1	F	5P-530P	1	\$300.00
		Station Remark: V2 NA 10/19 DUE LATE ORDER. MG IS PREBOOKED STP 1X TUES 10/23.									
*18	-----	CONBOYS	10/21-10/21	1	\$10,000.00	:30	1	SU	215P-530P	1	\$10,000.00
		Station Remark: V2 NO 2P GAME ON FOX 10/21. MG IS PREBOOKED SUN 10/21 11A-2P DALLAS COWBOYS GAME NCIR.									

---REPORT TOTALS---
Report Totals: 3 / \$10,345.00

---SALES MONTHLY TOTALS---
Oct 12: 24 / \$31,460.00 Nov 12: 2 / \$2,245.00
Sales Totals: 26 / \$33,705.00
Station Totals: 26 / \$33,705.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---
Market Totals \$240,750 CABL 0% KASA 14% KASY 0% KLUZ 0% KOAT 31%
KOB 24% KRQE 31% KWBQ 0%

Rep Order# 6865377
EC'd Yes

Ver# 1
Status New

Traffic Order# 215789
Printed: 10/19/2012 8:31 AM
Last Received: 10/18/2012 4:35 PM
Showing Buylines: All Lines

1 of 3

Station KASA-TV ALBUQUERQUE, NM.
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215789

10/19/12

--- CONTRACT COMMENT ---

SC=*

Ln	Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Day	Time	Total Spots	Rate
1			10/25-10/25	1	\$3,000.00	:30	1	TH	530P-9P	1	\$3,000.00 2
2		NM STYLE	10/22-10/22	1	\$90.00	:30	2	M	8A-9A	2	\$45.00 3
3		NM STYLE	10/23-10/23	1	\$90.00	:30	2	TU	8A-9A	2	\$45.00 3
4		NM STYLE	10/24-10/24	1	\$45.00	:30	1 2X	W	8A-9A	1	\$45.00 3
5		NM STYLE	10/25-10/25	1	\$90.00	:30	2	TH	8A-9A	2	\$45.00 3
6		NM STYLE	10/19-10/19	1	\$45.00	:30	1	F	8A-9A	1	\$45.00 3
7		NM STYLE	10/29-10/29	1	\$45.00	:30	1	M	8A-9A	1	\$45.00 3
8		EXTRA	10/22-10/22	1	\$300.00	:30	1	M	5P-530P	1	\$300.00 2
9		EXTRA	10/23-10/23	1	\$300.00	:30	1	TU	5P-530P	1	\$300.00 2
10		EXTRA	10/25-10/25	1	\$300.00	:30	1	TH	5P-530P	1	\$300.00 2
11		EXTRA	10/19-10/19	1	\$300.00	:30	1	F	5P-530P	1	\$300.00 2
12		EXTRA	10/22-10/22	1	\$300.00	:30	1	M	5P-530P	1	\$300.00 2
13		NWS 13 ON FOX2	10/22-10/26	1	\$5,000.00	:30	5	M-F	9P-930P	5	\$1,000.00 3
14		NWS 13 ON FOX2	10/29-10/29	1	\$2,200.00	:30	1	M	9P-930P	1	\$2,200.00 2

Buyline Comment: 1X PER DAY

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Ln	Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Day	Time	Total Spots	Rate
15		KASA 9P	10/27-10/27	1	\$700.00	:30	1	SA	9P-930P	1	\$700.00
16		FOX NWS SUNDAY	10/21-10/28	2	\$900.00	:30	1	SU	8A-9A	2	\$450.00
17		COWBOYS	10/21-10/21	1	\$10,000.00	:30	1	SU	11A-2P	1	\$10,000.00
18		COWBOYS	10/21-10/21	1	\$10,000.00	:30	1	SU	215P-530P	1	\$10,000.00

---REPORT TOTALS---

Report Totals: 26 / \$33,705.00

---SALES MONTHLY TOTALS---

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---COMPETITIVE---

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		KOB 24%	KRQE 31%	KWBQ 0%		

---COMPETITIVE COMMENTS---

NEW ORDER

Books NOV12
 Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE

EC'd Yes Last Received: 10/18/2012 4:35 PM Showing Buylines: All Lines

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Spot Manager: All

Order	Alt Order # Estimate	Date	Length	Priority	Air Time	Product	Ad-ID	Rate
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Station: KASA

Advertiser: POL/US Chamber of Commerce (I)

Agency: Strategic Media Services

Line: 1

Time Period: (5:00:00 PM-9:00:00 PM)

215789 06865377 10/25/12 :30 P2 8:00:01 PM US CHAMBERUSCCTV101801DI \$3,000.00

\$3,000.00
\$3,000.00

Line: 2

Time Period: 8a-9a

215789 06865377 10/22/12 :30 P3 8:21:59 AM US CHAMBERUSCCTV101801DI \$45.00
215789 06865377 10/22/12 :30 P3 8:52:59 AM US CHAMBERUSCCTV101801DI \$45.00

\$90.00
\$90.00

Line: 3

Time Period: 8a-9a

215789 06865377 10/23/12 :30 P3 8:44:12 AM US CHAMBERUSCCTV101801DI \$45.00
215789 06865377 10/23/12 :30 P3 8:20:35 AM US CHAMBERUSCCTV101801DI \$45.00

\$90.00
\$90.00

Line: 4

Time Period: 8a-9a

215789 06865377 10/24/12 :30 P3 8:44:23 AM US CHAMBERUSCCTV101801DI \$45.00

\$45.00
\$45.00

Line: 5

Time Period: 8a-9a

215789 06865377 10/25/12 :30 P3 8:36:02 AM US CHAMBERUSCCTV101801DI \$45.00
215789 06865377 10/25/12 :30 P3 8:18:15 AM US CHAMBERUSCCTV101801DI \$45.00

\$90.00
\$90.00

Line: 7

Time Period: 8a-9a

215789 06865377 10/29/12 :30 P3 8:54:10 AM US CHAMBERUSCCTV101801DI \$45.00

\$45.00
\$45.00

Line: 8

Time Period: 5p-530p

215789 06865377 10/22/12 :30 P2 5:12:58 PM US CHAMBERUSCCTV101801DI \$300.00

\$300.00
\$300.00

Line: 9

Time Period: 5p-530p

215789 06865377 10/23/12 :30 P2 5:20:19 PM US CHAMBERUSCCTV101801DI \$300.00

\$300.00
\$300.00

Line: 10

Time Period: 5p-530p

215789 06865377 10/25/12 :30 P2 5:20:49 PM US CHAMBERUSCCTV101801DI \$300.00

\$300.00
\$300.00

Line: 12

Time Period: 5p-530p

215789 06865377 10/22/12 :30 P2 5:26:55 PM US CHAMBERUSCCTV101801DI \$300.00

\$300.00
\$300.00

Line: 13

[Sorted by: Line]

Spot Manager: All

Order	Alt Order # Estimate	Date	Length	Priority	Air Time	Product	Ad-ID	Rate
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Station: KASA

Advertiser: POL/US Chamber of Commerce (I)

Agency: Strategic Media Services

Line: 13

Time Period: 930p-10p

215789 06865377

10/23/12

:30 P3

9:57:42 PM US CHAMBERUSCCTV101801DI \$1,000.00

Time Period: 9p-930p

215789 06865377

10/24/12

:30 P3

10:10:27 PM US CHAMBERUSCCTV101801DI \$1,000.00

215789 06865377

10/26/12

:30 P3

9:08:40 PM US CHAMBERUSCCTV101801DI \$1,000.00

215789 06865377

10/26/12

:30 P3

9:28:33 PM US CHAMBERUSCCTV101801DI \$1,000.00

215789 06865377

10/25/12

:30 P3

9:49:33 PM US CHAMBERUSCCTV101801DI \$1,000.00

Line: 14

Time Period: 9p-930p

215789 06865377

10/29/12

:30 P2

9:21:03 PM US CHAMBERUSCCTV101801DI \$2,200.00

Line: 15

Time Period: 930p-10p

215789 06865377

10/31/12

:30 P4

9:38:41 PM US CHAMBERUSCCTV101801DI \$700.00

Line: 16

Time Period: 8a-9a

215789 06865377

10/21/12

:30 P2

8:44:34 AM US CHAMBERUSCCTV101801DI \$450.00

215789 06865377

10/28/12

:30 P2

8:53:38 AM US CHAMBERUSCCTV101801DI \$450.00

Line: 17

Time Period: (11:00:00 AM-2:00:00 PM)

215789 06865377

10/21/12

:30 P2

12:25:49 PM US CHAMBERUSCCTV101801DI \$10,000.00

215789 06865377

10/21/12

:30 P2

11:12:01 PM US CHAMBERUSCCTV101801DI \$10,000.00

Line: 19

Time Period: 5p-530p

215789 06865377

10/24/12

:30 P2

5:27:40 PM US CHAMBERUSCCTV101801DI \$300.00

Line: 20

Time Period: 8a-9a

215789 06865377

10/29/12

:30 P3

8:24:45 AM US CHAMBERUSCCTV101801DI \$45.00

\$33,705.00

\$33,705.00

\$33,705.00

\$33,705.00

\$45.00

\$45.00

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: KRSH / Albany	Date: 9/19/10
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I, Del Cielo Media
do hereby request station time concerning the following issue:

US Chamber of Commerce

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
See Attached					

Total Charges:

This broadcast time will be used by: US Chamber of Commerce

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>
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For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

US Chamber of Commerce

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☒ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

Date: 9/19/12
Signature: 
Contact Phone Number: 858.527.1122

TO BE SIGNED BY STATION REPRESENTATIVE

☐ Accepted ☐ Accepted in Part ☐ Rejected

Signature: _____ Printed Name: _____ Title: _____